

Station WVBT-TV NORFOLK, VA.    Agency (    ) CROSSROADS MEDIA    Rep Firm (    ) PHILADELPHIA  
Advertiser (    ) CROSSROADS GPS    66 CANAL CENTER PLAZA, SUITE 555    Sales Office (    )  
Product Crossroads GPS    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 984    Agency C/P1/P2/E 12/11/984    Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney    Flight Dates 09/14/2012 - 09/23/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks  
Fax#

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 39,800  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	10A-11A	FOX NEWS SUNDAY	:30	\$100.00	09/16-09/16	1	1	1	\$100.00	
	2	SU	10A-11A	FOX NEWS SUNDAY	:30	\$100.00	09/23-09/23	1	1	1	\$100.00	
	3	W	8P-10P	THE X FACTOR (SEASON PREMIER 9/12/	:30	\$2,500.00	09/19-09/19	1	1	1	\$2,500.00	
	4	TH	8P-9P	THE X FACTOR (TP PREMIER 9/13/12)	:30	\$2,500.00	09/20-09/20	1	1	1	\$2,500.00	
	5	F	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/14-09/14	1	1	1	\$1,200.00	
	6	M	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/17-09/17	1	1	1	\$1,200.00	
	7	TU	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/18-09/18	1	1	1	\$1,200.00	
	8	W	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
	9	TH	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/20-09/20	1	1	1	\$1,200.00	
	10	F	10P-1045P	FOX 43 NEWS @ 10PM	:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
	11	M	1045P-11P	SPORTSWRAP	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	

EC'd Yes

Last Received: 09/13/2012 12:16 PM

Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TU	1045P-11P	SPORTSWRAP	:30	\$500.00	09/18-09/18	1	1	1	\$500.00	
	13	W	1045P-11P	SPORTSWRAP	:30	\$500.00	09/19-09/19	1	1	1	\$500.00	
	14	TH	1045P-11P	SPORTSWRAP	:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
	15	SA	11P-1130P	FOX 43 NEWS SATURDAY @ 10PM	:30	\$1,000.00	09/15-09/15	1	1	1	\$1,000.00	
	16	SA	11P-1130P	FOX 43 NEWS SATURDAY @ 10PM	:30	\$1,000.00	09/22-09/22	1	1	1	\$1,000.00	
	17	SU	10P-1045P	FOX 43 NEWS SUNDAY @ 10PM	:30	\$1,200.00	09/16-09/16	1	1	1	\$1,200.00	
	18	SU	10P-1045P	FOX 43 NEWS SUNDAY @ 10PM	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
	19	SU	1045P-11P	SPORTSWRAP SUNDAY	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	20	SU	1045P-11P	SPORTSWRAP SUNDAY	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	21	SU	1P-7P	NON-REDSKINS FOOTBALL	:30	\$10,000.00	09/16-09/16	1	1	1	\$10,000.00	
	22	SU	1P-7P	NON-REDSKINS FOOTBALL	:30	\$10,000.00	09/23-09/23	1	1	1	\$10,000.00	

---REPORT TOTALS---

Report Totals: 22 / \$39,800.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$39,800.00  
Sales Totals: 22 / \$39,800.00  
Station Totals: 22 / \$39,800.00

EC'd Yes    Last Received: 09/13/2012 12:16 PM

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$361,818	CATV 0%	WAVY 33%	WGNT 1%	WPXV 0%	WTKR 24%
		WTVZ 0%	WVBT 11%	WVEC 31%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE